

## California and Western Medicine

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## EDITORIALS

### TYPOGRAPHICAL CHANGES IN CALIFORNIA AND WESTERN MEDICINE

This July number of CALIFORNIA AND WESTERN MEDICINE is the beginning of volume twenty-seven of this journal. It seemed a fitting number in which the editors might institute certain changes in the typographical make-up, which they have had under consideration for some time.

In this number the table of contents will be printed on the front cover, so that our readers will be able to tell at a glance, and without seeking elsewhere for the index, just what fields the contents cover, and where any particular items in the journal may be found.

In this index, what may be construed to be the major departments of the journal, are printed in capitals. The relative position of these departments, it is hoped to keep the same in succeeding issues. The thought in all of this has been to make it as easy as possible for readers to become acquainted with the general contents of our official publication and, with a minimum of effort, to be able at all times readily to find special and routine information.

The biographical sketches of contributors have been discontinued. It was felt that these could be found to better advantage in other publications; the thing in which our journal was primarily interested, being not the biographies but the presentation of the work of the contributors.

Specific references in the text of an article will be acceptable. Today the complete indices which are printed by other publications enable medical

libraries to prepare bibliographies on any subject, for all who wish to do collateral reading. Printing in CALIFORNIA AND WESTERN MEDICINE, what are at best only partial bibliographies, would not add materially to the scientific value of the contents of this journal. The money expense involved in the printing of bibliographies can be used to better advantage in the development of other features.

In the advertising pages, the directories of the state and component county units have been brought forward to the first pages; likewise, the classified or reading notice advertisements. The Physicians' Directory, which has heretofore been printed in the advertising pages, will be discontinued, as per instructions from the Council; the contracts not being renewable, and all whose cards appear therein, and who so desire, being permitted to withdraw their announcements at once.

Throughout the pages of the journal other minor alterations have been made, which it is hoped will meet with the approbation of the readers. If some of the changes instituted are found in practice not to be improvements, then such will be discontinued.

Suggestions from readers for improvements in CALIFORNIA AND WESTERN MEDICINE are always welcome, and will receive careful consideration by the editorial board.

### THE FLEISCHNER ENDOWMENT FUND

If the medical profession ever expects to earn the full respect of the people, it must first prove that it respects itself. Physicians abroad have long realized this fact and have seen to it that, insofar as possible, their confrères, living and dead, have received public recognition. How strangely this contrasts with our American and, more specifically, with our California custom.

A visitor to almost any city in Europe will find institutes of research, hospitals, yes, almost each ward, operating room and laboratory, perpetuating the memory of some noted physician, who usually at some time or other had worked there or whose achievements in other parts, in the opinion of the local profession, merited recognition.

In this state our schools are named for our great statesmen, sometimes for some of our great educators, and occasionally for some of our public-spirited citizens or merchant princes. Very few public hospitals are named for doctors. Why are they not so named? Would it not be practical to name each ward in every public hospital for some eminent physician? It may be argued that in America we have no Pasteurs, no Listers, no Virchows, no Laennecs, etc. But if we have had no stars of the first magnitude, let us at least perpetuate the memory of the lesser lights until we can replace them by the greater ones later.

In San Francisco, with this in mind, and with a desire to perpetuate the memory of the late E. Charles Fleischer, a group of physicians have started "The E. Charles Fleischer Endowment Fund for the Study, Prevention and Treatment of Communicable Diseases in Childhood." To physicians one need not detail the importance of such